

portfolio

by Titu Mia

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INVITING LOYAL GUESTS TO RETURN

Date: November 19, 2021
Guest Relations Manager
Hotel Trinity
Kingston-upon-Hull HU9 1NU
309-323 Hedon Road, England.



Mr and Mrs Jones
25 Leyton Avenue, Morriston, Swansea.

Dear Mr and Mrs Jones,

Hope this letter finds you and your family member in good health. I hope that you had a great Golden Wedding Anniversary on June 12, 2021. ¹It is ¹unfortunate of us for being able to the host of this precious event of both of your lives. Trinity Hotel is deeply regretful for an unavoidable cancellation of your booking, reference number 001395, on you special day. ²However, our hotel would be grateful if you accept our invitation to celebrate Mr Jones's birthday on November 25, 2021. ³Great attention to detail

You are a valued customer of Trinity Hotel and have been taking our service since 1972. Your involvement with us helped the hotel thrive financially and improve our service over time. Our hotel appreciates for keeping your faith in us even during the uncertain period of the pandemic. Your previous cancellation was quite unfortunate and unavoidable due to the sudden national lockdown. The surge of covid-19 cases forced the government to impose lockdown and hotels had to shut down for 2 weeks. The hospitality sector is one of the hard-hit by this pandemic and our hotel as well as our guests also ⁴suffered a lot due to health crisis. We had to keep our hotel close for the entire year of 2020. ⁵Insert: Though situation improved a bit in 2021, there were certain times when countrywide lockdown was imposed. Our hotel had to follow the regulation in order to safety and security of our guests and staffs at the same time.

⁶Now that Mr Jones's 75th birthday is on November 25, 2021 and we are happy to wish you Happy Birthday. If you do not have anything else planned or if you are looking for a place to celebrate your birthday, we will be delighted to host the event. ⁷We would be happy to give you and your family a two-day free stay at our luxurious suites or any of the rooms of your choice. You ⁸Taking care of loyal guests

will also be delighted to know that our hotel will make all the arrangements for your birthday celebration and you can also invite guests if you wish.

Please, let us know as soon as possible so that we can prepare to receive you again. We wish you and your family good health and hope that Mr Jones has an overwhelming birthday celebration in the coming week.

Please, feel free to connect with us at +91 80 2554 7888 if you want to confirm a booking on November 25, 2021. Our services are always open to you.

Position/signature/hotel name

1-STAR REVIEW

**309rober** wrote a review Oct 2020
Dorset, United Kingdom • 5 contributions • 14 helpful votes



Absolute shambles

"Stayed here for one night. Got upgraded to an executive room but wasn't allowed any of the benefits as we had asked for a high floor? Upon check in the guy didn't really explain a lot seemed he would rather have been somewhere else!. The hotel authorised my bank card via chip and pin for £10. Which I thought was strange but didn't question it. After checking out the hotel had tried to take the payment for the room of £48 but the card had declined. At no point did the hotel contact me by phone or to my room so they then decided to take several smaller amounts till they had the amount needed. I didn't know this till I had a text from my bank telling me I was overdrawn. Upon contacting the hotel they wasn't interested and just fobbed me off stating it's their terms and conditions! I'm sure you agree this is both very naughty and very unprofessional. So just a warning if you stay here, beware that they just do what they want when they have your card details! My advice is to stay elsewhere. Oh and I expect someone from the hotel will give feedback on this review saying the usual Hilton crap, and seeming like they care now the issue has been raised on here!"

[Read less](#) ▲

Date of stay: September 2020
Room Tip: Stay elsewhere
[See more room tips](#)

 Rooms

 Cleanliness

 Service

Source: (tripadvisor.com, 2021)

Response:

Dear 309rober,

Thank you for sharing your experience and reaching us via Tripadvisor. Please, accept our sincere apology for the inconvenience you faced with regards to your payment and stay experience. This is quite unusual of Hilton Hotel service and payment policy. Our management **WC** looked into your complaints against the Reservation Number: 001310 and we are deeply regretful for the misunderstanding and unprofessionalism from our part.

A Good, let me clear the payment related issue. Your card payment declined at first as you mentioned and this happens sometimes due to the issues in the payment gateway at the bank's part. I know that this is no excuse, but there is nothing our hotel can do when there is a problem in the payment system. However, we **Sp.** apologize for the inconvenience it has caused you.

You claim on the over-payment was also brought to our attention by the bank and our **WC** staffs. We are currently working on reimburse you the extra amount that you paid. Allow me to mention that the extra payment was unintentional at the part of our staff in questions and he immediately notified his superior regarding the issue. I can assure you that this problem will be resolved soon and such mistake will not be repeated in future.

We are extremely sorry that we could not provide you an executive suite at a high floor. The time of your stay we were fully booked and therefore we could not be flexible with rooms. I hope you understand the situation. This is highly unusual of our hotel and I can assure you that **Sp.** your experience will be completely different you plan make a visit next time.

Hilton London Tower Bridge would like to extend the courtesy by inviting you during the Christmas vacation and **3** our exclusive hotel services during this time. We will send you a coupon at your email address. If you plan to visit our hotel during Christmas you can make a booking through Tripadvisor and use the coupon to get a discount offer at our executive suites, restaurants, and bars.

Please, feel free to share your experience and feedback here or reach us at +91 80 2554 7888

Sincerely,

Guest Relations Manager,
Name missing
Trinity Hotel.

5-STAR REVIEW



Stephan1954 wrote a review Oct 2021
Genoa, Italy • 331 contributions • 131 helpful votes

...

●●●●●

Centrally located

"We stayed three nights at an executive room. With Vincenzo at the reception desk one feels welcome. We arrived early, but our room was ready which is a big plus. Vincenzo explained the location of the hotel in regard to shops and sights.

The room is spacious enough and clean. Coffee and tea facilities present. Having a hard plastic containers for toothbrushes was an improvement over those soft plastic or paper ones many other hotels have. The bed was comfortable and wifi fast and there was hardly outside noise. The number of free electrical outlets is limited, so charging four devices took some planning. Housekeeping did a proper job.

Breakfast is fine with fresh fruit, pastries and bread. But there was nothing on offer like a salad, tomatoes or cucumber, ...

The hotel is conveniently located, within walking distance to the beach, station and sights.

A late checkout was granted, which allowed time for a morning walk.

Would certainly stay here again."

[Read less ▲](#)

Source: (tripadvisor.com, 2021)

Response:

Dear Stephan1954,

Thanks a lot for taking your time to review and give feedback on our hotel service on Tripadvisor. Positive feedbacks from loyal a guest such as yourself always keeps our **WC**ffs motivated and engaged with the service at Holiday Inn, Nice, France. We **4** recorded you review against your **Reservation Number: 001394**. We are delighted that you enjoyed your stay.

Our Front Desk Officer Vincenzo is always an amiable person who know how to greet our valuable guests. I would be happy to pass your feedback to him. He will be really delighted. All our **WC**, however, try to maintain such standards with regards to the service. Their hard works come fruitful when they get compliment from the guests.

We always try to take the best care of our guests and ensure continuous improvement based on you feedback. Since our start at Nice, France we have always tried to bring the best available in

the market and you experience is the reflection of that. Our customer feedback helps us provide understand what sort of facilities are required for us.

Hotel 5, Nice has a nice restaurant and a group of world-class chefs. They offer the best of French cuisine and they would be happy to know that you enjoyed their food. Taking your feedback under consideration, we are discussing improving our menu and surely you will find your desired food whenever you visit next time. We are also adding some new features to our whole dining experience which you might find quite fascinating.

Please, allow us to express our gratitude by inviting you again at our hotel. We will be hosting a themed party during Christmas vacation for a whole week. We are inviting all our special guests to be part of this excellent event. I will send you brochure of the event details in case you consider visiting. Some of the services will be discounted given you rewards point of IGH. We will be expecting you soon and hope you have a great time.

Please, contact us at +91 80 2554 7888 for any inquiry and if you want to make any future booking.

Best Regards,

Guest Relations Manager,

Trinity Hotel.

RESPONSE TO A FORMAL WRITTEN COMPLAINT

Date: November 19, 2021

Manager

Hotel Trinity

Kingston-upon-Hull HU9 1NU

309-323 Hedon Road, England.



Mr. Damian Cloake

6 Honeycombe Way, Swansea, SA1 2AR

Dear Mr. Damian Cloake,

I appreciate your humble feedback and thank you for reaching out to me to discuss your complaints during your stay at our hotel. Please, accept my apologies for the inconvenience that our hotel caused you and made your stay unsatisfactory. I am pleased that you felt comfortable and confident of our hotel to raise the issue and discuss further remedy from such unfortunate events.

You have been valuable guest of our hotel for a long time and availed our service on multiple occasions. We are delighted that you choose us for stay during your vacation. I hope you already knew about the quality of our service from your previous visits. The current situation that you encountered during your recent stay is a one-time unfortunate event. However, this is no excuse for the discomfort and inconveniences you experienced. Our hotel is highly apologetic for this unfortunate encounter.

It is true that during your visit our hotel was short staffed which should not be an excuse. But this event was quite uncontrollable due to the ongoing pandemic and Brexit issues. There is a labor shortage in the entire hospitality sector and our hotel also had to fall a victim to this circumstance. The problem you faced with your room was also due to staff shortage and high customer pressure which we failed to control. However, our management has already taken steps to remedy the employee related issues and we can assure you that this will never happen.

The restaurant was also a victim to this uncertain situation. Our restaurant staffs are always prompt at their service and our foods are of one of the highest qualities. Due to the recent lockdowns and supply chain disruption in the hospitality sector, our restaurant had to struggle to adjust. We appreciate you feedback on our staff Ben. He is an excellent person when it comes to relating and communicating with the guests. We are lucky to have staff like him and we are currently working on bring more people like Ben who will be lucky to serve guests such as yourself.

Be assured that your complaint has been officially recorded for our management review and service improvement. Hope you will not be disappointed in your next visit.

Please, let us know if you have any further issues to discuss at +91 80 2554 7888.

REFERENCES

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portfolio

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

86 / 100

Instructor

Please see Rubric for a detailed breakdown of your grade.

Moderated - RP

PAGE 1

PAGE 2



Comment 1

Restructure this sentence.

QM

Great attention to detail

QM

Insert:

Insert word



Comment 2

Repetitiveness

QM

Taking care of loyal guests

PAGE 3

QM

Position/signature/hotel name

PAGE 4

QM

WC

Word choice error:

Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too

hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.

QM **Good**

QM **Sp.**
Spelling error

PAGE 5

QM **WC**
Word choice error:
Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.

QM **Sp.**
Spelling error

 **Comment 3**
Carefully written and aware of social media audience

QM **Name missing**
Sign your na

PAGE 6

QM **WC**
Word choice error:
Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.

 **Comment 4**
Confidential information - social media platform

QM **WC**

Word choice error:

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Additional Comment

employees? team?

PAGE 7



Comment 5

Repetitiveness

PAGE 8



Good



WC

Word choice error:

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Good

PAGE 9

GRADING FORM: HAFO PORTFOLIO

TITU MIA

86

KNOWLEDGE & UNDERSTANDING /60

Available Marks 60 - Responses should be empathetic, realistic and personal. Problems should be acknowledged, and necessary measures addressed. Offer an official name and point-of-contact for further references. Recognise staff where appropriate. Offer realistic solutions. Make useful recommendations. Do not offer compensation in a public response. Recognise the effect of the Covid19 pandemic and use initiative when inviting guests back to Hotel Trinity



Mr. & Mrs. Jones letter: Empathetic, sincere and an appropriate response to loyal guests. Professional and informative with clear intentions. I like the birthday touch! Complaint review: Good justification. Addressed issues professionally. Good subtle advertising of events. Compliment review: Be careful not to disclose confidential information on a social media platform. Good response and promotion. Letter to Mr. Cloake: Empathetic and sincere. Addresses some of the issues raised. professional approach in pandemic explanation. Accepted and apologised. Good mention of Ben.

50

PROFESSIONAL PRACTICE /30

Marks available 30 - Letters must look professional, with a logo, contact details, date etc. Font must be appropriate (Arial, 12) and look professional. Make sure that your text is justified. All correspondence should have accurate spelling & grammar. Pay attention to detail of specific instructions provided for each element of the portfolio that can be found in the task description.



You missed your name/signature on a few responses. Presented in the correct format. Some

26

changes in word choices recommended e.g. staffs.
Suggestions given in notes on assignment.

RESEARCH & LITERATURE /10

Marks available 10 - You must reference your chosen reviews accurately.



Referenced correctly according to instructions.

10